

Subway End Cards -- Spanish

OKla

I. Share Information.

- A. Red 100's in OKla City, Tulsa
- B. ~~Gold 100's in~~ Identify ~~Gold 100's~~ ^{3 mkt's where} Gold 100's
has similar share (Control MKts)
- C. Where OKla City & Tulsa rank in
top 20 all-100's mkt's.
- D. Effect of ~~Gold~~ ^{Lts} 100's on Gold 100's in
3 control MKts.
- E. Effect of ~~Red~~ ^{Lts} 100's on Red 100's in
OKla & Tulsa
- F. Conclusion

II. Demographic Info.

- A. Demographics of ~~smokers~~ ^{Gold 100's} in Control MKts.
- B. " " Red 100's smokers.
- C. " " ~~Gold~~ ^{Red} smokers in old test
mkt's and did demo's Δ when Gold intro'd.
- D. Demographics of Lts 100's Smokers in
Control MKts. & Tulsa / OKla
- E. Conclusion.

Prere. III. Confusion Issue.

- A. Perception of Gold Packaging.
- B. What happened when Red removed from
old test mkt's.
- C. Feelings of field
- D. Conclusion.

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IV. Wasted materials

A. ~~what~~ How handled ~~when~~ in old test.

B. How much left over

V. Plan / Strategy for ~~A~~

A. Point of Sale

B. In carton coupons.

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